

Minutes

Kekahu Foundation Board Meeting

November 17, 2014

Location: All Saints' Church

Attending:

Board of Directors

Steve Thatcher (President)

Maren Orion (Vice President)

Jeff Frisk (Treasurer)

Anni Caporuscio (Secretary, scribe)

Carl Imperato

Donovan Cabebe

Guests

Marj Dente

Dean Rogers (GM)

1.) Call To Order:

6:13 by Steve Thatcher

2.) Approve Agenda:

Add to Agenda: Request by Jay Dougher to have the Board review his complaint. To be added to Item 9, Member and Public Input.

3.) Approve Minutes of August 6, 2014

*Motion to approve amended minutes by Donovan. Seconded by Maren.

Minutes are approved with corrections that will be forwarded by Anni to the Board.

4) Public Input

No public input to report.

5) President's Comments

1. Steve wants to put out that he would like to end his term as president. He does not have the time to commit to the position and it weighs heavily on him.

a.) general comment: We should expand our Board to include some different players. We could do so much more.

b.) He would like to remain on the Board.

c.) Maren is willing to serve as President in 2015.

6) Committee Updates

A. Finance: Jeff

1. Dean and he met.

2. Dean mentioned that the Accountant gives month by month updates, and Jeff says it would be nice to update the budget with the actual financial activity.

3. Dean will put together these things, and the Finance Committee will meet via email. Jeff will meet with Dean and have it all together by December 15, at which time he will get an

email together for the Finance Committee about how to proceed. Included in this communication are the following:

- a.) End of fiscal year,
- b.) proposed budget for the coming year,
- c.) proposed station manager objectives.

Committee consists of: Jeff, Anni, Carl, Marj, Donovan. The Committee makes the recommendation and the Board does the voting for approval.

In an ideal situation, the Committee would meet and provide feedback in August so that it can be all set by the beginning of the fiscal year.

(Steve suggests that any time there is a committee meeting, to mention it to the entire Board. The more the merrier. The committee can be as many people as the Chairman wants it to be.)

4. Jeff has now signed the bank card and is a signer on the bank account.

B.) Personnel

Nothing to report.

Maren says she is excited about the current staff at the station.

C.) Elections: Carl

1. The process of soliciting member interest and then holding an election for KF Directors was conducted from mid-October to mid-November. To conduct an election, you must have 15% of membership interested in holding one, and you need to have more applicants than you have open positions.

a.) ran PSAs four times a day for one month about elections and about the need for Board candidates.

b.) Interest: 4 responses indicating no need for an election.

c.) Applications: 0 candidates.

2. The 2014 Election Process is finished. Let's take it as a vote of confidence in the current state of affairs.

D.) Programming Committee: Carl

1. Second meeting on Aug 13, focused on training curriculum, feedback process, discipline process, process for soliciting programmer input.

2. Next meeting on Oct 19, clarifications on how to provide guidance on adhering to programming guidelines, and adhering to program proposals.

3. After that, one more meeting will probably cover it all and will probably be sufficient for the Committee to complete its plan for implementing the Board's Ad Hoc Programming Committee recommendations. The Committee will have a lot of material to give suggestions to the Station.

4. Jeff: In regards to providing reviews of programs, it might be easier to just give people a piece of paper to review rather than make a big production out of saving shows and trying to decide who reviews what show. He thought it was decided that the PC has no business deciding what goes on the air, it is the final decision of the GM.

--Carl says he believes there should be an appeal process. Should there be something beyond the GM that gives suggestion for the programming mix? A protocol for making it happen?

--Dean says that everyone on the island has the authority to suggest what shows should be on the air. There is currently a PSA on air to encourage participation

--Carl is asking if there should be a more active outreach program for the programming mix and the process of finding more shows.

E.) Outreach Committee: Maren

1. Did not make the Fund Drive Goal. Maren would like to be present at the next staff meeting to discuss more ideas for fund raising. Anni and Donovan would also like to go.

2. Maren wrote a letter last year to the donors that gave more than \$100. It raised some extra money. She sent about 500. End of year helped.

--The fund drive was poorly placed near a hurricane, the phones going down, etc.

--Donovan says it would be a good idea to send this letter every year. (He's concerned about how we get our money)

--Steve says maybe we could take the top 50 of donors and personalize the letters.

--Maren will write it and email it out to the rest of the Board.

--An end of year letter might be our best idea.

3. Steve suggests to put together a foundation for people to bequeath a portion of their estate when they're passed. It's a potentially huge donor market. Dean says maybe it would be good for the upcoming newsletter.

4. Gifts of appreciated stock. By giving it directly to a non-profit, you don't have to pay the appreciation tax on it.

5. Non-Traditional Donation Strategies. A list could be compiled, incorporating the two above mentioned items, and included in the upcoming newsletter. We should talk to CPB to find out what they are, and set up an infrastructure to process it.

--See what NFCB and CPB say, make a list, put together all the information on how KKCR can accept these gifts.

--Include this in our mailing, end of year letter. The next letter is the early bird before the Spring Fund Drive. Let's have it nailed down by this letter.

--Have a point person, possibly Maren, to review it with people.

6. Outreach by staff and station manager. Little communiqué to members to say what's going on. People like it.

7. Donovan suggests. Talk Story cds. What are we doing with them? Can we sell them at the music kiosks on the island? We can't sell them, though, says Dean, they are only for donation. Can give a cd as a donation, though.

8. Donovan suggests an in house produced cd by local musicians and offer this at a donation as well. Sell at kiosks.

9. Donovan suggests the premiums donated by the community as a source of revenue. Maybe even do it only for a weeklong auction. Dean reminds us of the headache that it was from the Fund Drive. May not be able to actually have an auction because the only time we can interrupt regular programming is for the Fund Drive.

--We should do some type of community music event. A nice time for people to come enjoy an auction, some music, etc.

--Steve asks Donovan to put together a proposal and bring it to the Outreach Committee.

10. Dean also suggests an idea he got from Scott Giarmon: a line by line fundraising. Have the programmers ask for money for specific things. Jeff agrees that people will call in for small things, doesn't need to be a week long thing. Steve suggests a t-shirt for donating to a line item. It seems a consensus that we should ask for specific items when fundraising. Donovan thinks it could be required every half hour to mention it.

F. Governance Committee: Carl

Still on the to-do list is to draft an amendment to the Bylaws regarding the election process and an amendment to create a member initiative/referendum process. Also, minor Bylaws cleanup items.

G. General Manager's Report: Submitted by Dean and duplicated here.

Site Reports

Studio – full power

Crater Hill – full power – antenna's moved to better location

Moloa'a – full power

Anahola – operational

Mt. Kahili – 30% power. Replacement transmitter installed. Nautel transmitter is being repaired. *(The installed transmitter is smaller. It is working at it's 100% power. Dean is still arguing with the company to get the purchased transmitter fixed under warranty, which would save us \$4,000 in repairs.)*

O'ahu – full power

Princeville Studio – New Telephone System

Source of Electrical surges identified and repaired.

Struck by lightning on Oct 1. All phone systems damaged. *(\$7,500 - \$8,000 insurance claim pending.)*

Elec surge on Nov 12 damaged Internet routing equipment and phone system. *(Getting new phone repaired should solve electrical surges.)*

Stream Report

In the last 30 days we had 6703 unique listeners from 84 countries. Avg listening time 111 min. Top Countries US, Japan, Canada, Germany, Switzerland, Russia, Australia, Brazil, Belgium and UK. 80% of our listeners tune in via our Website.

Social Media Report

1761 members of KKCR's Group page (85 new), 977 likes on our Fan Page

Membership Drive Status

Fall 2014 Total: \$46,462

109 new members

Volunteer Update

5 new volunteers have signed up. 3 are actively completing their hours. Their primary focus at this time is assisting to develop our digital library and intake of new music.

Talk Story Production

Jerry Santos CD completed and distributed during our most recent membership drive

Remote Broadcasts

KKCR live broadcast and archived all 7 political forums.

Three volunteers have stepped forward for training on remote equipment. We have a total of six capable of operating remote broadcasts.

Respectfully Submitted, Dean Rogers, KKCR Station Manager

Question for Dean: Jeff asks about highlights for the stapled budget he gave us.

(see the budget)

--Not having ethnicities on the Board has dropped our endowment by \$30,000. It will be 2017 before we have a chance to get it back. ***It has come to light that this is not a true statement. The endowment given by the FCC is based on the ethnicity of the listenership, not the ethnicity of the Board of Directors. Please see the Minutes for the KF Board of Directors Meeting for January 21, 2015 for more information.***

--Missed our target by \$20,000 on the recent fund drive.

--Staff is up for salary adjustment.

--Discussion about the tower on Oahu that rents for \$300/month with no way of knowing the listenership. We should be on the air for years before we can see benefits from it. Dean will give us thoughts on whether we should unplug by the next meeting.

Question for Dean: Maren. She thinks it's a good idea to get the programmers together before each drive to put everyone on the same page and to present the importance of pitching. They also need to know that they are required to sign up for phone shifts. Steve says that part of the reason we don't have the pledge numbers is that our volunteers and members are not stepping up to the plate.

7.) Old Business

A.) Underwriting Program

Jeff meeting with Dean about Underwriting. Findings:

Monetizing the Second Stream options:

1. sell underwriting
2. sell the stream as a subscription

The job needs to be re-defined. We will meet and update the job description.

The Finance Committee Chair will call a meeting for the first week of December to revamp the Director of Development Job Description.

Carl suggests asking the advice of the Development Director.

B.) Strategic Plan Update.

We decided to stay for a year on it. It needs to be made more concise before it can be a real document and it will be tabled in favor of more pressing issues. The Strategic Plan will be extended until 2015 and revisited mid next year.

8.) CAB Report

Mickey is not here.

Discussion on last meeting's idea of creating a PSA to thank the CPB. Dean will make it happen.

9.) Member and Public Input

Marj Dente:

1. Does the lease on the building become jeopardized by the latest Princeville Resort ownership change? As the hearings progress, someone should check on it. Keep your ears and eyes open.

Dean: We have a lease for five years.

2. To save time at meetings, committees in the past were very active, met regularly, did research, did the work. Meetings were for reports, not for decision making. We should reinstitute committee meetings. It's efficient Board management.

3. I don't understand why the volunteer coordinator doesn't get on the case of the volunteers that are not pitching.

4. Is Steve Yoder's program going to be back on the air now that he is no longer running for office? When Michelle came back, she got her time slot back. People are missing him and he raised a lot of money.

Dean says his time slot is dissolved into something else.

5. She made two phone calls to the station to say that she'd volunteer to come in to pitch and answer phones. No one ever called her back, so she didn't show up. How many other people are getting that response at our community radio station? The issue of non-responsiveness to our community should be more important.

6. There needs to be more up front announcements for remote broadcasting. And a banner exists to put up.

7. Taj Mahal is going to be on the island in February to do two shows. She thinks if he was apologized to for being hung up on two years ago (he called at 3am his time from London and the person hung up), she thinks he would do a Talk Story if someone approached him respectfully.

10.) Next Meeting

January 21, 2015 6pm, location TBD.

Meeting adjourned for Executive Session 8:31pm

For the next meeting's agenda:

Board Identity: PSA updates on the Board as a first step.